To: MacWilliams, Lori
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 1/16/98 8:21
Opened: 1/16/98 16:27
Subject: FWRD: RE: IMMEDIATE RESPONSE REQUIRED

========== <Forwarded Letter> ==========
From: Macleod, Stephen
To: 1610
Subject: RE: IMMEDIATE RESPONSE REQUIRED
Posted: 01/15/98 21:41
Priority: High Priority

Lori, the following is my Division response to Low Volume Program. Due to the short turn around time I do not know the exact number of account remaining as I could not get on line to verify universe.

1.) 80% of targeted accounts have been contacted to date. Sorry but I do not have the actual number of accounts remaining to be contacted.
2.) Temporary Display seems to be the most popular from my people's perspective.
3.) Competition has displays in these accounts paying anywhere from $25-$40.
4.) It is apparent that the competition has an advantage with regards to presence in these lower volume accounts and these accounts lend themselves to branded savings -- price is an issue.

Regards,

Stephen

========== <Original Letter> ==========
From: 1610 - Buffalo ROU (BRZEZIE)
To: MACLEOS
Subject: IMMEDIATE RESPONSE REQUIRED
Posted: 01/12/98 16:51
Priority: High Priority

RESPONSES DUE NO LATER THAN 1/15/98.....

51845 4912

Source: https://www.industrydocuments.ucsf.edu/docs/glyy0000